



AROUND THE WORLD

Vol.2.

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A SPORTING PROPOSITION!

Right now sports sections in the American papers are headlined with news of the baseball season, which is just around the corner. Soon the raucous cry of "Batter up!" will resound throughout the land, and Babe Ruth will try for another home-run record.

You want to know what all this has to do with United Artists pictures? Well, it reminds us of something a friend of ours - a film salesman - once said many years ago. Before he drifted into the picture business, he was a baseball umpire, and he occasionally lapsed into baseball lingo.

He said: "Don't try to win every argument with an exhibitor. Feed him a 'ball' once in a while; it doesn't do any harm. But when it comes to price, strike him out!"

It's mighty good advice if you want to lick old man quota!

LEN DALY JOINS FOREIGN DEPT.

Len Daly, for the past five years with Paramount, has joined United Artists as a member of the foreign publicity department. In addition to his film experience in all phases of advertising, publicity and exploitation, Len has had a broad newspaper training, so he comes by his keen sense of news values legitimately. Withal, he is a regular guy, quiet and soft spoken - thus furnishing a startling contrast to another member in the department, whose name, innate shyness forbids us to mention. We bespeak for Len the cordial good will and hearty cooperation of our entire Foreign Legion.

COMING - A KORDA COLOSSUS!

You have probably received word direct from London that Alexander Korda is planning to produce "The Field of the Cloth of Gold" with Charles Laughton again as Henry VIII; Maurice Chevalier as Francis I; Douglas Fairbanks, Jr., as Charles V; Flora Robson as Catherine of Aragon; and Merle Oberon as Anne Boleyn.

We are not selling this picture yet. But we direct your attention to it at this time because it is indicative of the continuation of the fine type of picture that Korda has been delivering to us. Following "Henry VIII" and "Catherine the Great," this picture, we predict, will be a smashing box office hit - truly deserving the adjective, colossal!

Even in those territories where great prejudice has been shown in the past to British-made productions, exhibitors can offer little resistance to the box office value of any production containing the names of three such great stars as Laughton, Chevalier and Fairbanks, Jr.

MR. KELLY ANNOUNCES PERSONNEL

CHANGES ON RETURN TO NEW YORK

Amazed and delighted with the things he had observed and heard during his seven months' survey of United Artists activities in Continental Europe, Egypt and India, Arthur W. Kelly, vice president of U.A. in charge of foreign distribution, returned to Home Office the latter part of January, to make several important pronouncements and announcements.

To begin with, he discussed British productions. "The world-wide success of 'Henry VIII,' 'Catherine the Great' and 'Sorrell and Son' has heartened the whole British industry," Mr. Kelly emphasized, "and has given tremendous impetus to their ambitious plans for next season. They are courageously going ahead, increasing their physical facilities, enlarging their studios, augmenting their technical personnel and strengthening their star-director-producer lineup, all with the one objective of turning out quality pictures that will have a universal appeal."

Incidentally, Mr. Kelly pointed out there would be an increasing interchange of talent between Hollywood and London in 1934. While in Europe, Mr. Kelly assisted in launching production plans of the B&D and London Films, whose product United Artists is distributing the world over. On these pictures - about 12 from B&D and 8 from London Films - vast sums of money will be expended and an army of Anglo-American talent recruited to give them a broad international flavor and box office appeal.

In line with active plans for expansion of our distribution facilities in Europe, Mr. Kelly announced that contracts had been signed with distributors which give United Artists representation in Austria, Egypt, Esthonia, Finland, Germany, Greece, Hungary, Italy, Latvia, Poland, Portugal, Roumania, Turkey, Yugoslavia and South Africa.

Mr. Kelly also told of the amazing records for receipts and attendance rolled up by the all-Disney programs in London, Paris and other capitals of Europe. He especially singled out for commendation the sensationally effective exploitation done in the Scandinavian territories in merchandising the Mickeys and Sillys.

United Artists in pioneering a movement to hold world premieres of British pictures in Paris, Mr. Kelly declared, had started a new fad and helped to make these film openings the outstanding social and diplomatic events of the season.

Of particular interest to all foreign legionnaires are the changes in personnel announced by Mr. Kelly. These appointments, he stressed, exemplify the company's traditional policy of promoting from the ranks. Here is the lineup:

Lacy W. Kastner has been appointed general manager in Continental Europe, with headquarters in Paris, succeeding J.A. Koerpel, resigned. Mr. Kastner joined United Artists in 1928, and for the past few years has been sales manager of the French organization. An able executive, thorough showman, accomplished linguist, with a comprehensive knowledge of the complexities of the European market, he has fully earned his advancement.

Willard G. Triest, formerly special representative in Europe, has assumed his new duties of assistant general manager, and will hereafter make his headquarters in Paris, instead of Stockholm. In Switzerland, Paul Rappaport has replaced Edouard Thorel, resigned.

Walter Gould, one of the real veterans of the foreign department and former general manager in Latin-America, has been promoted to the new post of Divisional Manager, with supervision over all Central and South American countries. While his permanent headquarters will be at Home Office, Mr. Gould will spend a great deal of his time in the field. With that idea in view, he is now on the initial trip around his territory, which will take him into every important city from Havana, Cuba, to Buenos Aires, Argentina.

The advancement of Mr. Gould brought well-deserved promotions to Harold Sugarman, who was made manager in Cristobal; Sam Seidelman elevated to the managership of the Mexico office; and W.F. Frohlich appointed manager of our new branch in Bogota, Colombia.

Another outstanding promotion was the appointment of Edward Ugast, for the past year and a half our manager in the Philippines, as assistant foreign sales manager at Home Office. His successor in Manila is Charles H. Core, who makes his debut in the film business, following ten years of varied merchandising experience in the Orient in the importing and exporting business. Another change in the Far East involves our Japanese organization. Sidney J. Albright, previously associated with our office in Shanghai, has been made manager of the Tokyo office, succeeding Earl W. Kramer, who resigned to return to the United States to settle the estate of his father, recently deceased.

Another interesting item of news was the announcement that Emanuel Silverstone, formerly associated with our office in Cristobal, had been appointed special sales representative for London Films at Home Office.

We cordially salute the above gentlemen, to whom we express our heartiest congratulations and best wishes for a full measure of success in their new jobs.

MR. KELLY SAILS FOR "DOWN
UNDER"; WILL VISIT RUSSIA

By the time this issue reaches our Australasian legionnaires, Mr. Kelly will be right in their midst. He left New York March 23rd on another of his personal observation and contact trips, this time to visit territories he has never been in before. After spending a week in Hollywood gathering advance information on our lineup for next season, Mr. Kelly sailed April 4th on the S.S. Monterey for his first foreign port, Wellington, New Zealand. From that point, his itinerary includes visits to Australia, Java, Siam, China, Philippine Islands, Japan, Russia and Continental Europe. He will be gone about six months.

GLORIA SWANSON TO CO-STAR WITH
GARY COOPER IN "BARBARY COAST"

Gloria Swanson, one of the screen's most glamorous personalities, has been signed to appear in Samuel Goldwyn's production of "Barbary Coast," co-starring with Gary Cooper, who will portray the leading male role in this filmization of Herbert Asbury's sensational book of the same name. Sam Jaffe, noted stage player, will have one of the featured roles. Dwight Taylor and Leonard Fraskins are now at work on the screen play. William Wellman will direct.

GEORGE ARLISS WILL PORTRAY
"RICHELIEU" IN NEW PICTURE

"Richelieu" will be George Arliss' next starring vehicle for 20th Century Pictures. The film will be made when the star returns to Hollywood next Fall from his annual vacation in England. In selecting the character of the famous French cardinal for Mr. Arliss, Joseph M. Schenck and Darryl F. Zanuck, heads of 20th Century, believe they have the ideal vehicle to continue the Arliss historical delineations. His portraits of Disraeli and Nathan Rothschild stand high among the greatest characterizations in the history of motion pictures.

BRITISH STAR WILL PLAY TITLE
ROLE IN "COUNT OF MONTE CRISTO"

Robert Donat, London Films star, will have the title role in "The Count of Monte Cristo," which Reliance Pictures will produce in Hollywood for United Artists release. Rowland V. Lee will direct it. Donat, who has an enviable stage and screen record in England, will be remembered as the dashing Thomas Culpeper in "The Private Life of Henry VIII." He was selected over a large field of candidates for "Monte Cristo" because of his swashbuckling and romantic appeal. In the leading role of this film, which will be made on a lavish and spectacular scale, he will have a characterization of such magnitude as to make him one of the outstanding stars of the motion picture world. Donat arrived in New York April 20th, and immediately left for Hollywood.

"ROTHSCHILD" ROADSHOWED AT \$2 TOP TAKES COUNTRY BY STORM!

ALL RECORDS SMASHED! BIGGEST HIT SINCE "BIRTH OF NATION"!

The big news of the past month - the film event that has created a furor of excitement throughout the industry and has unloosed a hubbub of talk from one end of the country to the other - is the first public showing at \$2 top in New York and in other key cities of the 20th Century masterpiece, "The House of Rothschild," starring George Arliss.

Not since "The Birth of a Nation" has a picture been so discussed and publicized. And not since that early Griffith epic has any film had a better chance to roll up the record gross figure that has been set for this Arliss production.

According to reliable estimates, "The Birth of a Nation" grossed fifteen million dollars in the world market over a period of many years. That was in the silent era of pictures. Today, of course, such a sum is fantastic and impossible. But five million dollars is not only possible but probable. And that's the amount Messrs. Lichtman and Kelly have pledged to Mr. Schenck and Mr. Zanuck on behalf of the distribution department. (Note: that's for your information and not for publication!)

Within the next few weeks, all foreign offices will receive new quotas for "Rothschild" based on this five million dollar scale. And just to give you an idea of what such a figure will mean in your territory, let us point out that Great Britain's share of this quota will be 250,000 pounds (\$1,250,000).

The instantaneous success registered by "Rothschild" at the Astor Theatre on Broadway was foreshadowed three days before the picture actually opened when all advance sales records in the history of this theatre, which has housed such hits as "The Big Parade" and "Grand Hotel," were completely shattered. Seats are now selling several weeks in advance!

The decision to roadshow the picture throughout the country was made 24 hours after the New York premiere. By that time all the critics had broken out in a rash of superlatives, and their verdict that it was the year's most important picture was borne out by the public's frenzied rush to purchase tickets. With an unsurpassed record of having sold out at every performance since it opened at the Astor, "Rothschild" is now in its sixth week of capacity business with every indication that it will run well into the summer.

Box office reports from Boston, Cleveland, Palm Beach and Los Angeles, where it is also being roadshowed, are equally sensational. "Variety's" comment in its write-up on the Boston opening that "Audience was at least nine-tenths Gentile" is significant because it proves that the picture is not dependent for its draw on any particular class of population. It is emphatically a picture of universal appeal.

Remember that you are expected to secure for "Rothschild" the largest gross ever taken out of your territory, so get behind it with every ounce of showmanship you possess!

"FUNNY LITTLE BUNNIES"

GOOD ALL YEAR ROUND

An Easter subject which will be in demand the whole year round! That is the appraisal put by the "Film Daily" critic on Walt Disney's Silly Symphony, "Funny Little Bunnies," which stole space away from the feature picture in New York reviews of the Easter week show at Radio City Music Hall. In commenting on the charm and drawing power of "Funny Little Bunnies," the Film Daily said: "A likely entry for the best short of 1934. Its imaginative substance, the splendor of its coloring and its highly diverting action lift it far above any seasonal appeal."

DISNEY COMPLETES SEQUEL

TO "THREE LITTLE PIGS"

Walt Disney has scored again!

The master of short film subject technique has just sent his latest Silly Symphony in color, "The Big Bad Wolf," to the United Artists home office in New York, and this further recounting of the adventures of the Three Little Pigs and their arch-enemy, the Big Bad Wolf, is expected to gain an even more hilarious popularity than that accorded the original "Three Little Pigs," which swept the world on a more triumphant scale than any feature film.

"The Big Bad Wolf Is Back Again" is the theme song of the newest Silly Symphony, and the film has a score that includes "Two Little Merry Pigs Are We," "Good Morning, Miss Red Riding Hood," "Crafty Wolf," "Good Morning Grandma" and "Porkers' Revenge."

In "The Big Bad Wolf" Disney has taken the time-honored story of Little Red Riding Hood, and with his customary variations on the original theme, has produced a classic of the short feature category. The two timid little pigs are still bold and reckless, when no danger threatens, but it takes the practical little pig, who is shown building his house of bricks when the film opens, to save grandma and Little Red Riding Hood from the Big Bad Wolf.

ANOTHER DISNEY SONG HIT!

"The World Owes Me A Living," theme song of Walt Disney's Silly Symphony, "Grasshopper and the Ants," is likely to prove as popular as "Who's Afraid of the Big Bad Wolf?"

20TH CENTURY CELEBRATES FIRST BIRTHDAY

WITH MONSTER NATIONWIDE RADIO BROADCAST

20th Century Pictures, which, in the short space of twelve months, has attained a position of leadership in the industry, celebrated its first birthday anniversary Saturday night, April 14th, with a monster radio broadcast over a nationwide network of 60 stations. The program, which lasted a full hour (7-8 P.M.), brought to the microphone a distinguished group of screen notables, some of them never before heard over the air. The plan for rebroadcasting this program to London and Buenos Aires had to be reluctantly abandoned at the last moment due to technical and other difficulties. Among those participating were George Arliss and Ronald Colman, who made their radio debuts; Fredric March, Constance Bennett, Jack Oakie, Tullio Carminati and Alfred Newman and his 20th Century band, which played some of the hit numbers from "Moulin Rouge," "The Bowery" and "Broadway Thru A Keyhole." Rupert Hughes, well known novelist, introduced the stars, and paid fitting tribute to Messrs. Schenck and Zanuck for their courage in founding a new producing company in the dark days of the depression and for their film achievements which they climaxed with their presentation of "The House of Rothschild," hailed "as the finest film yet to come out of Hollywood."

20TH CENTURY WINDS UP SEASON'S

PROGRAM: ZANUCK OFF TO EUROPE

Winding up this season's program with three pictures that have all the earmarks of being grade-A money-makers - "The Affairs of Cellini," "Bulldog Drummond Strikes Back" and "The Last Gentleman" - Darryl Zanuck, vice president of 20th Century, is preparing to suspend all studio activities until September and sail for Europe and Africa on a combined business and pleasure trip. He will visit London, Paris and Rome, where he will discuss with our foreign managers his next year's production schedule. In Africa, Mr. Zanuck will join a big game hunting expedition into the interior of the continent.

Regarding the three pictures mentioned above, we have received first-hand information from Mr. Kelly, who saw the rough-cut versions before he left Hollywood. In his opinion they rank in drawing power with any of our other super productions. This is particularly true of "Cellini", which Mr. Kelly classes with "Rothschild." The negative costs on this film and on "Drummond" were increased to three times the original appropriation to assure the big, impressive production values and the de luxe trimmings that the subjects deserve. Fortified by the comforting knowledge that 20th Century maintains its high standard with these pictures, you men should be able to get the kind of rentals and grosses that will enable Messrs. Schenck and Zanuck to continue to give you outstanding product.

HONORS WALT DISNEY

The Art Workers Guild of London, which includes in its distinguished membership such British notables as George Bernard Shaw, Sir Edwin Luytens, Lawrence Binyon and a host of Royal Academicians, artists, architects, sculptors and craftsmen, has paid a unique tribute to Walt Disney by electing the creator of the Mickey Mouse and Silly Symphony films to honorary membership, thereby giving the organization's recognition for the first time to anyone engaged in film work.

Four weeks ago the Guild broke a fifty-year tradition by listening to a lecture on a topic they had never before officially recognized - the motion picture. The subject of the talk was "The Art of Walt Disney" and the speaker was Robb Lawson, British publicity director for United Artists. Charmed by Lawson's interesting recital on how the Disney cartoons are animated, and delighted with the Mickey Mouse and Silly Symphony films they were shown, the members enthusiastically voted to extend this tribute to Disney. In advising him of the unprecedented honor, Cecil Thomas, secretary of the Guild, has written Disney as follows:

"So impressed are our members by the importance and influence of your great gift to the art of the film and the happiness of the people of the world that they unanimously carried a proposal that you be elected an honorary member of the Art Workers Guild."

We congratulate Walt Disney, but we doubly congratulate Robb Lawson, who has scored another publicity scoop! Great work, Robb!

SHANGHAI SHOWMANSHIP SHOWSBROADWAY INFLUENCES WORLD

The Broadway influence in showmanship has struck Shanghai with a bang. The town was literally "all wet" when "The Bowery" opened at the Metropol Theatre with sawdust on the lobby floor, gob-boons in the corners and barrels galore to sit on. Not only this, but real beer, donated by local brewer, was dispensed free to the Shanghailanders who wanted it, and there were plenty takers. This was the first time in the history of Chinese exhibition that such a stunt had ever been pulled. In addition, there was a heavy advance campaign under the personal supervision of Alexander Krisel, United Artists distributor in China, in which the local press was used. Cooperative double truck appeared in the China Press, tying in with local merchants. A scrambled photo contest, using a portrait of Jackie Cooper, was promoted in the largest paper in town. Mr. Krisel followed this success with a bang-up campaign on Eddie Cantor's "Roman Scandals," which also premiered at the Metropol. One of the largest printed blasts was a 4-page special roto section of merchandise co-ops in the China Press. A week later this was followed by a double truck co-op ad in which builders and contractors were represented. This was inspired by the "Build a Little Home" song plugged by Cantor in the film. The success of these films at the Metropol would indicate that showmanship makes the whole world kin!

STUDIO SNAPSHOTS

The new and permanent title for "The Firebrand" is "The Affairs of Cellini." Please note this change of title in all your future advertising and publicity. Also in your contracts.

Rouben Mamoulian, director of Marlene Dietrich's "Song of Songs" and of Greta Garbo's "Queen Christina," will direct Anna Sten's second production for Samuel Goldwyn, "Resurrection," Tolstoy's famous literary classic, which Maxwell Anderson will adapt to the screen. Fredric March will appear opposite Miss Sten in the role of Nekludov, the lover.

The second Arliss film, previously entitled "Head of the Family," has been definitely titled, "The Last Gentleman."

Eddie Cantor's new screen musical comedy production for Samuel Goldwyn has been temporarily titled, "The Treasure Hunt." Ethel Merman, noted stage, screen and radio star, has been signed for a featured role in the picture. Ann Sothorn is another featured player.

The London Films production, "Exit Don Juan," directed by Alexander Korda has been retitled "The Private Life of Don Juan." The cast includes Douglas Fairbanks, Benita Hume, Merle Oberon, ~~Flora Robson~~, Elsa Lanchester, Wendy Barrie, ~~Binnie Barnes~~, Diana Napier and Joan Gardner. Lajos Biro and Arthur Wimperis wrote the screen adaptation.

Samuel Goldwyn has placed Vicki Baum, noted authoress of "Grand Hotel," under contract to write an original story for Anna Sten's next picture following "Resurrection."

As the first move toward the fulfillment of its plan, announced some weeks ago, to produce a series of stage plays on Broadway, 20th Century Pictures has formed an association with A.H. Woods, Broadway producer, to present in New York early next August a comedy-drama, entitled "The Red Cat," by Rudolph Lothar and Hans Adler. This play, which has already enjoyed a notable popularity in Europe, has been adapted for American audiences by Jessie Ernst.

Sidney Lanfield, who directed the second Arliss picture, "The Last Gentleman," has gone to England to direct "Sons o' Guns," starring Jack Buchanan and Lili Damita, for British & Dominions.

RECORD FIGURES EMPHASIZE "WORLD-WIDE

SUCCESS OF LONDON FILM PRODUCTIONS

If ever proof was wanted of the strides made by good British films, it is provided in the statement just issued by London Films regarding their two outstanding subjects, "The Private Life of Henry VIII" and "Catherine the Great." No other pictures ever produced in an English studio have achieved the whirlwind world-wide success of these productions.

Amazing figures are revealed for both productions. By the end of March, "The Private Life of Henry VIII" had run as follows:

London, 14 weeks; Paris, 25 weeks unfinished; Berlin, 11 weeks unfinished; Vienna, 6 weeks unfinished; Prague, 4 weeks; Budapest, 8 weeks unfinished; Rome, 3 weeks; Milan, 2 weeks; Brussels, 14 weeks unfinished; Madrid, 3 weeks; Barcelona, 2 weeks; Copenhagen, 6 weeks; Stockholm, 5 weeks; Oslo, 2 weeks; Riga, 2 weeks; Cairo, 2 weeks; Buenos Aires, 5 weeks unfinished; while in America the film has been running strong for more than five months.

The picture has been booked to over 2,000 theatres in the British Isles, 2,000 in Germany, 1,000 in France, 600 in Italy and 400 in Spain. Figures for the United States show the picture to have been booked in more than 5,800 theatres, and London Films claims there is no country in the world, except Russia, which has not booked the film.

The triumphant story is continued with "Catherine the Great." After 8 weeks at the Leicester Square Theatre, London, it shifts to the Marble Arch Pavilion, from which it will go on to concurrent runs at the Dominion and New Victoria houses, both among the largest in the English capital; at the end of March, it had also had six weeks on Broadway and 11 in Paris, with corresponding runs in most of the other capitals.

"Catherine the Great" is reported to have booked so far to more than 6,000 theatres in the United States, 1,200 in France, 645 in Italy and 500 in Spain.

UNITED ARTISTS TO RELEASE

VIDOR'S "OUR DAILY BREAD"

King Vidor, who directed "Cynara" for Samuel Goldwyn last season, will be represented on United Artists new lineup with a personally directed production based on an original story he wrote. It is entitled "Our Daily Bread," and deals with agricultural problems among other present-day factors. Karen Morley and Tom Keene head the large cast of characters.

RUSSIAN ART DIRECTOR

SIGNED FOR STEN FILM

Samuel Goldwyn announces the signing of Sergei Soudeikin, scenic artist of the Metropolitan Opera and foremost among Russian masters of decor, to act as technical art consultant on "Resurrection." Soudeikin's settings have been seen in all the leading capitals of Europe, and in 1922 when Balieff brought the famous "Chauve-Souris" to America for the first time, it was Soudeikin's scenic designs that were largely responsible for its enthusiastic reception here.

A graduate of the Moscow School of Painting, Sculpture and Architecture, Soudeikin has been prominently identified with the Metropolitan Opera Company for the past twelve years and has to his credit the scenes and costumes for some eight or nine outstanding operas and ballets, including "Petrushka," "The Magic Flute," "Sadko" and "The Flying Dutchman." It is said of Soudeikin that he conceives and executes each scene as if it were a painting to be hung in a museum. His initial contributions to the screen through "Resurrection" will be awaited by the world of art with unusual interest.

NOTED FASHION DESIGNER

JOINS GOLDWYN STUDIOS

The screen has gained another leading exponent of fashion with the arrival in Hollywood of Omar Kiam to design and create the clothes which Anna Sten and other feminine stars will wear in forthcoming Samuel Goldwyn productions. Omar Kiam is distinguished as an apostle of conservatism in style and believes that glamour on the screen can and should be accomplished by smart lines rather than by extreme design or flashy trimmings. Although his Goldwyn contract brings his work to the screen for the first time, he has designed clothes for many of the outstanding stars and productions of the Broadway theatre.

LEAGUE OF NATIONS DEMANDS

FREE "ENTRY" FOR CARTOONS

It is seldom that delegates to the League of Nations are in accord, but on one subject the League membership seems to be in unanimous agreement. That subject is Mickey Mouse. Last week the League's committee on Child Welfare began negotiations for an international treaty which would allow Mickey Mouse and other approved films "especially for children," entry duty free into any country affiliated with the League.

U.A. FILMS DOMINATE LONDON

WITH RECORD LIST OF RUNS

As impressively as St. Paul's Cathedral dominates the London skyline, so do United Artists pictures dominate the London show world. Something of a record in number of simultaneous runs was recently established by Murray Silverstone's sales gang. This was the set-up: "Catherine the Great" at the Leicester Square Theatre, "The Queen's Affair" at the Plaza, and "Gallant Lady" at the New Gallery. In addition to the above, 90 theatres were featuring "Henry VIII," and 250 houses in all were exhibiting one or the other of the Disney cartoons. Further emphasizing the widespread popularity of U.A. product, of the six columns of theatre advertising in the London Daily Express, more than fifty per cent was devoted to our films. Evidently in England "Make Way for U.A." is more than a slogan - it's a fact!

KORDA TO PRODUCE WELLS'

FANTASY OF FUTURE LIFE

In "The Shape of Things to Come," the H.G. Wells story which Alexander Korda is preparing to put into production as an early offering from his London Films studio, there will be war on a colossal scale with all sorts of strange and sweeping devices of death, while on the more placid side there will be people living many more years than they do now; there will be a working day of four hours and a financial system in which gold standards will have no place. Korda will spend eight months making the production from a script which Wells is now writing. Although no cast announcements have been made, Ned Mann, model expert from Hollywood is already at work in the London Films studios.

WELLS HEADS GROUP OF FAMOUS

AUTHORS ON LONDON FILMS LIST

London Films, producers of such outstanding motion picture attractions as "The Private Life of Henry VIII" and "Catherine the Great," announces that it now has six of the world's most famous writers under contract to do screen plays. H.G. Wells, who has been described as the "world's greatest living writer," is actively engaged in writing a special script for London Films based on his prophetic works, including "The Shape of Things to Come," the most provocative best seller of the last decade. The other authors under contract to London Films are Lajos Biro and Arthur Wimperis, who collaborated on the writing of "Henry VIII"; Robert Sherwood, author of such memorable works as "The Road to Rome," "The Queen's Husband" and "Reunion in Vienna"; Geoffrey Dell, author of "The Firebird" and "Payment Deferred"; and Frederick Lonsdale who wrote "Monsieur Beaucaire," "The Last of Mrs. Cheyney" and "Spring Cleaning."

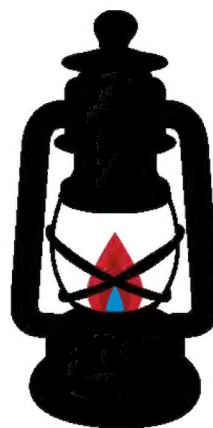
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